

# 6 Benefits for Hosting Your Website in the Cloud



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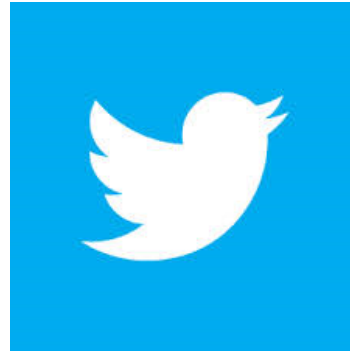


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Got a question for me? Feel free to tweet it with hash tag #DNN



*Attending a webinar with @DNNCorp, “6 Benefits to Hosting Your Website in the Cloud” #DNN*

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# What do we mean: “Cloud”



- Provided as a service
- Available from any device
- No software to install or maintain\*

# Web Infrastructure B.C. (Before Cloud)

- Weekly (daily) visits to the hosting center
- Daily (nightly) alerts sent to my alphanumeric pager
- Lots of moving parts to manage
- Constant thought: eliminating single points of failure
- Daily routine: server monitoring, server tuning
- Daily routine: replacing motherboards, disk drives
- In short: website availability fell squarely in my lap
- *In short: sleep patterns were not consistent*

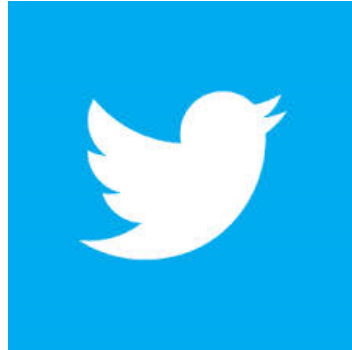
# THE BENEFITS

# 1) No infrastructure to manage.





# Tweet it!



*When hosting your website in the cloud, there's no infrastructure to manage @DNNCorp #DNN*

<http://clicktotweet.com/Vq1K1>

## 2) No software to manage.

On premise:

- Windows Server (operating system)
- IIS (web server)
- SQL Server (database server)
- .NET Framework
- Evoq Content (CMS)

Cloud:

- No software. “Proceed to Go.”\*

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\* - The software resides behind the scenes and is delivered as a service.

# 3) Conveniently Scalable: Capacity

## On-Premise or Hosting Provider

- Provision new racks/shelves, servers, disk drives
- Add new servers to load balancing
- Test / validate

**Turnaround:** hours to weeks

## Cloud

- Contact cloud provider

**Turnaround:** minutes to hours



# 4) Conveniently Scalable: Geographic Reach

## On-Premise or Hosting Provider

- Identify data center locations
- Order hardware and software
- Build out the new racks
- Test / validate

**Turnaround:** weeks to months

## Cloud

- Contact cloud provider

**Turnaround:** hours to days



# 5) Accelerated Start-Up

The realities of business today

- Time to market is critical
- Your boss wants the new website launched tomorrow
- Because your users (or shareholders) told that to your boss
- Time delays can have an opportunity cost

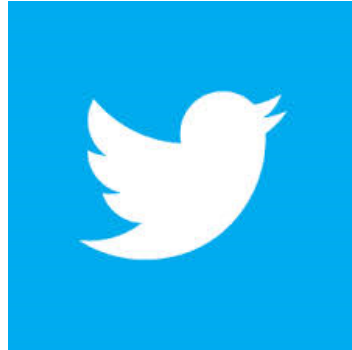


What the Cloud provides

- Free trials (**seconds**)
- “Instant On” activation of production sites (**minutes**)\*

\* - Additional steps apply (e.g. DNS propagation, content seeding, etc.)

# Tweet it!



*From the @DNNCorp webinar: a cloud provider can spin up my production website in minutes (not days) #DNN*

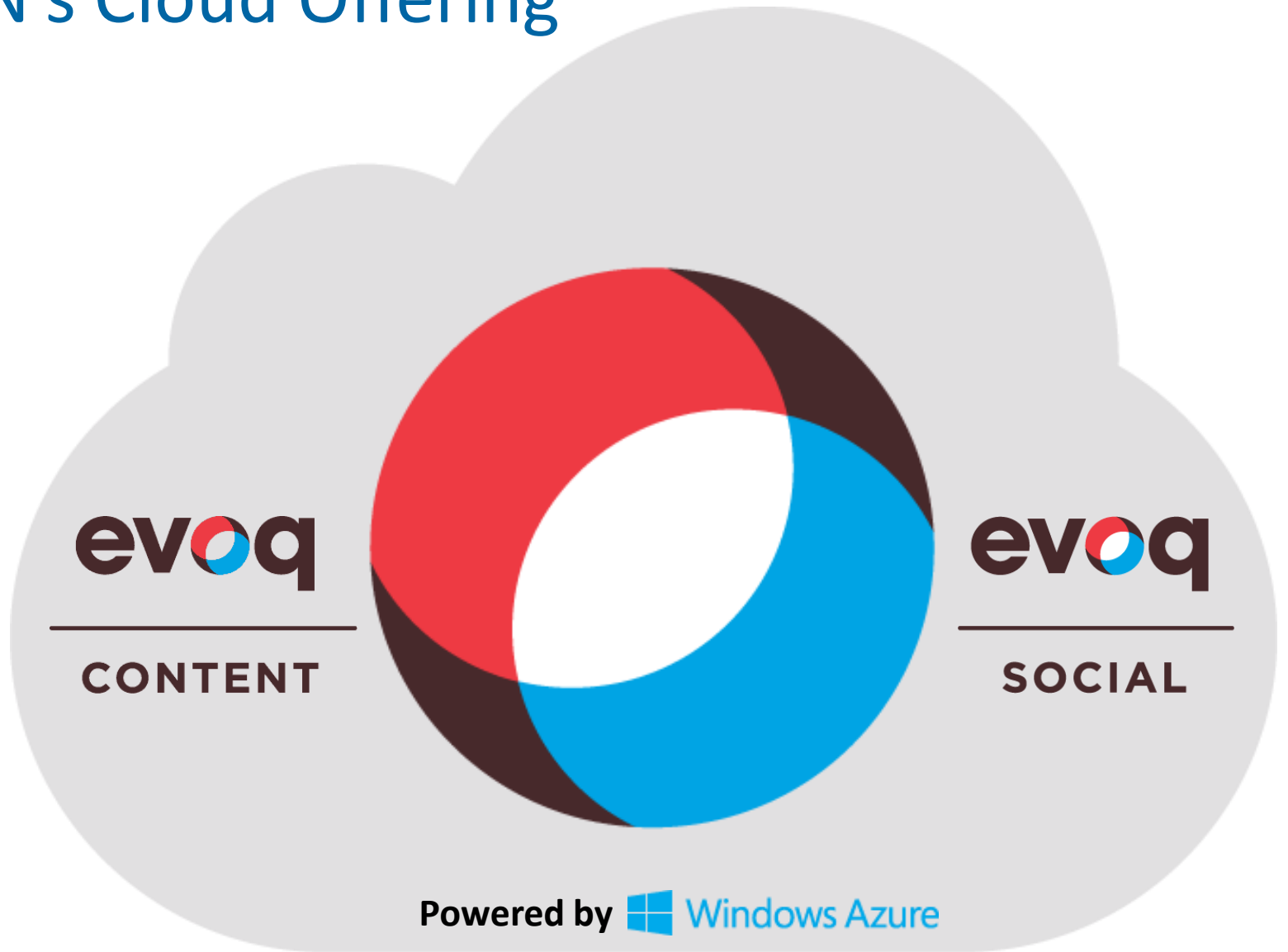
<http://clicktotweet.com/tFHkU>

## 6) Master of Your Domain

- Single tenant: your own, private cloud instance (opposite: multi-tenant)
- Isolation from other cloud users
- A long database query from another website does not have any impact on your website (opposite: shared hosting)

*The result: reliable and consistent performance*

# DNN's Cloud Offering



For more info: <http://dnnsoftware.com>





# Quick Recap

1. No infrastructure to manage
2. No software to manage
3. Conveniently scalable: capacity
4. Conveniently scalable: geographic reach
5. Accelerated start-up
6. Master of your domain

# Final Questions?

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